



# FOOD SAFETY PROJECT FOR THE WISCONSIN FRESH FRUIT AND VEGETABLE INDU

## Constant Contact Survey Results

**Survey Name:** FINAL WI Buyer Survey

**Response Status:** Partial & Completed

**Filter:** None

May 18, 2010 12:50:24 PM

\* Please select one of the following.

Answer	0%	100%	Number of Response(s)	Response Ratio
I am a buyer	<div></div>		53	86.8 %
I am a representative of a group/association of buyers (If so, please complete the following questions as best you can represent what your average constituency response might be.)	<div></div>		4	6.5 %
No Response(s)	<div></div>		4	6.5 %
Totals			61	100%

\* Which one of the following best describes the type of buyer you are (or you represent)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Institution (such as a school, hospital, or prison)	<div></div>		49	80.3 %
Retail (such as a supermarket or grocer)	<div></div>		2	3.2 %
Wholesale (such as a distributor or aggregator)	<div></div>		0	0.0 %
Cooperative	<div></div>		1	1.6 %
Restaurant	<div></div>		2	3.2 %
Processor	<div></div>		0	0.0 %
Auction House	<div></div>		0	0.0 %
Other	<div></div>		3	4.9 %
No Response(s)	<div></div>		4	6.5 %
Totals			61	100%



How much fresh fruits and vegetables are you buying annually?

How much fresh fruits and vegetables are you buying annually?			Number of Response(s)	Response Ratio
Answer	0%	100%		
<\$50,000	<div><div></div></div>		26	42.6 %
\$50,000-\$100,000	<div><div></div></div>		11	18.0 %
\$100,000-\$250,000	<div><div></div></div>		7	11.4 %
\$250,000-\$500,000	<div><div></div></div>		4	6.5 %
\$500,000-\$1,000,000	<div><div></div></div>		2	3.2 %
>\$1,000,000	<div><div></div></div>		7	11.4 %
No Response(s)	<div><div></div></div>		4	6.5 %
Totals			61	100%



Of that amount, what percentage do you believe is WI grown?

Answer	0%	100%	Number of Response(s)	Response Ratio
1-25%	<div><div></div></div>		52	85.2 %
26-50%	<div><div></div></div>		4	6.5 %
51-75%	<div><div></div></div>		0	0.0 %
76-100%	<div><div></div></div>		1	1.6 %
No Response(s)	<div><div></div></div>		4	6.5 %
Totals			61	100%

Who do you purchase your fruits and vegetables from? (please check all that apply)

Where do you purchase your fruits and vegetables from? (please check all that apply)				
Answer	0%	100%	Number of Response(s)	Response Ratio
Direct from farmers	<div><div></div></div>		25	43.8 %
Wholesaler	<div><div></div></div>		7	12.2 %
Distributor	<div><div></div></div>		36	63.1 %
Food Service company	<div><div></div></div>		21	36.8 %
Other	<div><div></div></div>		13	22.8 %
Totals			57	100%

\* From not important to very important, how important are each of the following factors in determining who/where you buy from?

1 = Not at all important, 2 = Somewhat important, 3 = Critically important, 4 = Not applicable

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Scale/volume					57	2.4
Seasonality/availability					57	2.6
Price					57	2.7
On-farm food safety certification/practices					57	2.8
Logistics					57	2.5
'Local'					57	2.3
'Organic'					57	1.7
Product quality					57	3.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

As a buyer, how important to you are each of the following food safety factors?

1 = Not at all important, 2 = Somewhat important, 3 = Critically Important, 4 = Not applicable

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Written on-farm food safety plans					57	2.5
Certification by a third party auditor					56	2.2
Traceback process and procedure					56	2.6
Proper post-harvest handling to minimize food safety risks					56	2.8
Farmers maintaining the cold chain from harvest to delivery/pick up					57	2.6
Farmers have attended a workshop/training on on-farm food safety					57	2.4
Ability to visit/inspect the farm yourself					56	2.2
Use of your company's food safety standards					55	2.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Do you have a process/requirements in place to address on-farm food safety?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes	<div><div></div></div>		12	19.6 %
No	<div><div></div></div>		41	67.2 %
In the process of creating one	<div><div></div></div>		4	6.5 %
No Response(s)	<div><div></div></div>		4	6.5 %
Totals			61	100%



More specifically, what do you require? Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
We require growers attend an on-farm food safety training/workshop	<div><div></div></div>		4	25.0 %
We require a written on-farm food safety plan	<div><div></div></div>		7	43.7 %
We require GAP certification	<div><div></div></div>		6	37.5 %
We require our own third party auditing system (please name below)	<div><div></div></div>		3	18.7 %
Other	<div><div></div></div>		4	25.0 %
Totals			16	100%

Are your processes/requirements working for you? What are the limitations?

6 Response(s)






Are your growers happy with the process/requirements?

7 Response(s)






You responded that you either do not have a process/requirements in place to address on-farm food safety or you are in the process of creating one. Please tell us more about where you are at and why.

22 Response(s)





Are you talking to other buyers about standardizing all of your food safety auditing processes?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, this is very important to me			8	13.1 %
Yes, though this is not very important to me			1	1.6 %
No, but I am interested			20	32.7 %
No, and I am not interested			16	26.2 %
No Response(s)			16	26.2 %
Totals			61	100%

Do you utilize a list of food safety certified growers to identify potential suppliers?







Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, it is our own list			3	4.9 %
Yes, it is from another source			6	9.8 %
No, and I am not interested or in need of one			14	22.9 %
No, however I am interested or in need of one			21	34.4 %
No Response(s)			17	27.8 %
Totals			61	100%

\* Do you require that growers have a traceback procedure in place?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, we require them to have a system of their choosing			14	22.9 %
Yes, we require them to use our system			2	3.2 %
No, we do not require this			30	49.1 %
No Response(s)			15	24.5 %
Totals			61	100%



More specifically, what do you require of your growers? Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Produce must be identified by farm			10	76.9 %
Produce must be identified by field location			4	30.7 %
Produce must note harvest date			6	46.1 %
Produce must note packing date			9	69.2 %
Produce must note delivery date			7	53.8 %
Other			1	7.6 %
Totals			13	100%



In what areas do your growers seem to need the most assistance? Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Recognizing the importance of on-farm food safety	<div><div></div></div>		13	35.1 %
Understanding buyers needs and preferences	<div><div></div></div>		25	67.5 %
Minimizing costs associated with upgrading their farm and facilities to reflect best practice guidelines	<div><div></div></div>		12	32.4 %
Minimizing costs associated with audit/certification process	<div><div></div></div>		10	27.0 %
Education/training around best practices	<div><div></div></div>		14	37.8 %
Technical assistance to help them go through the certification process	<div><div></div></div>		10	27.0 %
Other	<div><div></div></div>		5	13.5 %
Totals			37	100%

If you are a processor, distributor, or aggregator, do your buyers ever talk to you about on-farm food safety concerns? If yes, please tell us what their concerns are.

7 Response(s)

\* What investments would you make to improve on-farm food safety for your growers? Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Buy and give my growers a food safety manual	<div></div>		7	18.9 %
Pay for my growers to attend a workshop	<div></div>		2	5.4 %
Host/present at a grower workshop	<div></div>		8	21.6 %
Money (i.e.- sharing the cost of an audit)	<div></div>		3	8.1 %
Time (i.e.- serving on a buyer task force)	<div></div>		9	24.3 %
I would not invest in any of the above ways	<div></div>		19	51.3 %
Other	<div></div>		2	5.4 %
Totals			37	100%

\* What can the state of WI provide YOU with to help meet your on-farm food safety goals? Please select one response for each item.

1 = Would not help me much, 2 = Would help me, 3 = Would help me a lot

Answer	1	2	3	Number of Response(s)	Rating Score*
A checklist for interviewing farmers/assessing farm practices	<div></div>	<div></div>		37	1.8
A list of farms with written on-farm food safety plans	<div></div>	<div></div>		37	2.2
A list of farms that have attended a state sponsored food safety works	<div></div>	<div></div>		37	2.2
A list of GAP certified farms	<div></div>	<div></div>		37	2.2
Other, please explain below	<div></div>	<div></div>		37	1.2

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Our needs assessment of industry buyers will inform a set of recommendations we make to the WI DATCP. Here's your chance to elaborate on your food safety concerns, needs, and ideas as a buyer. Make sure your voice is counted!

Would you be willing to participate in a 10 minute follow-up phone interview?  
If yes, please give us your name, phone number and the best time to call.

16 Response(s)